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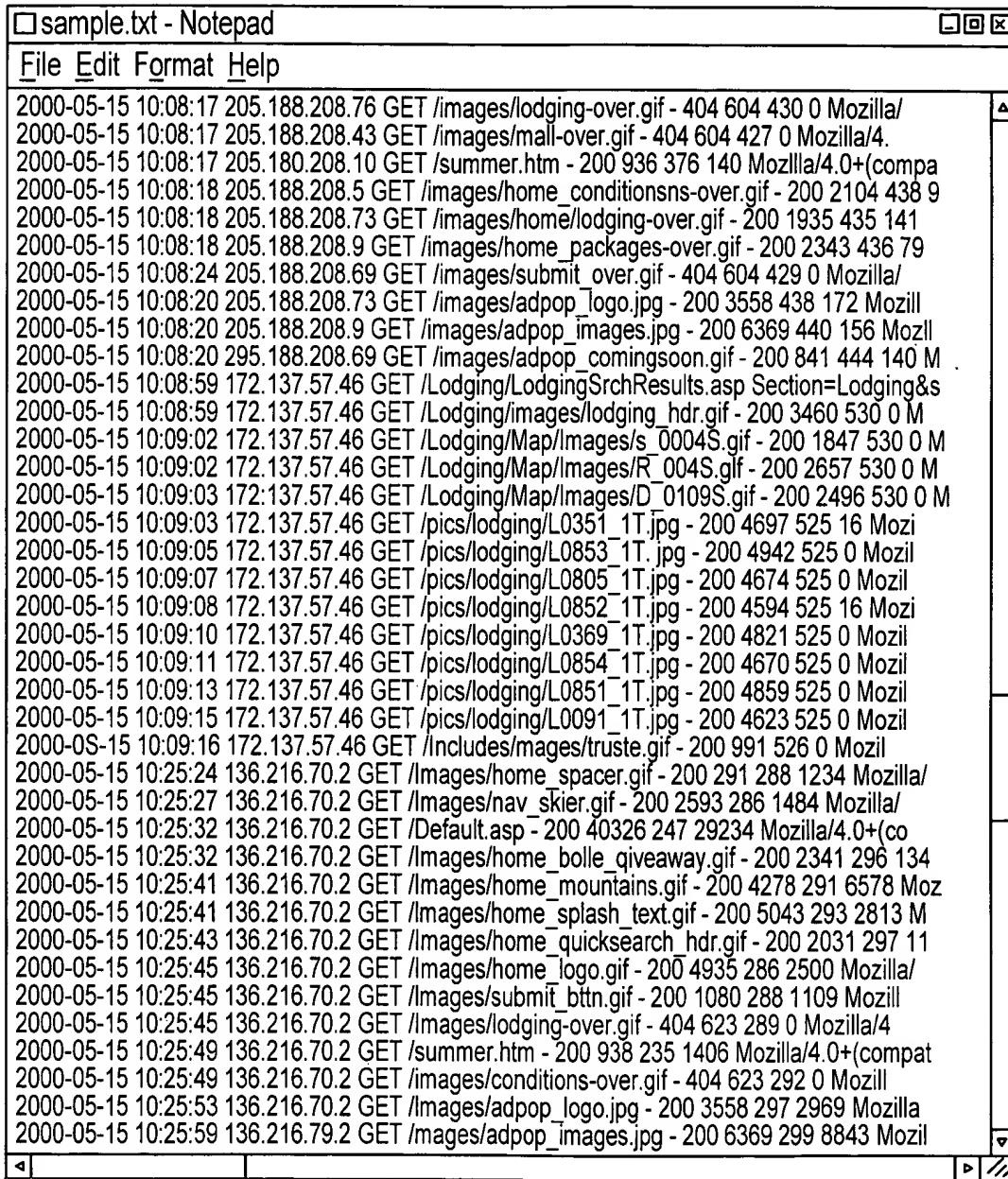
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**Title: SYSTEM AND METHOD FOR VISUALIZING  
USER ACTIVITY**

*Inventors: Todd J. McGUIRE*

*Serial No. 09/909,617*

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**FIG. 1**  
**(PRIOR ART)**

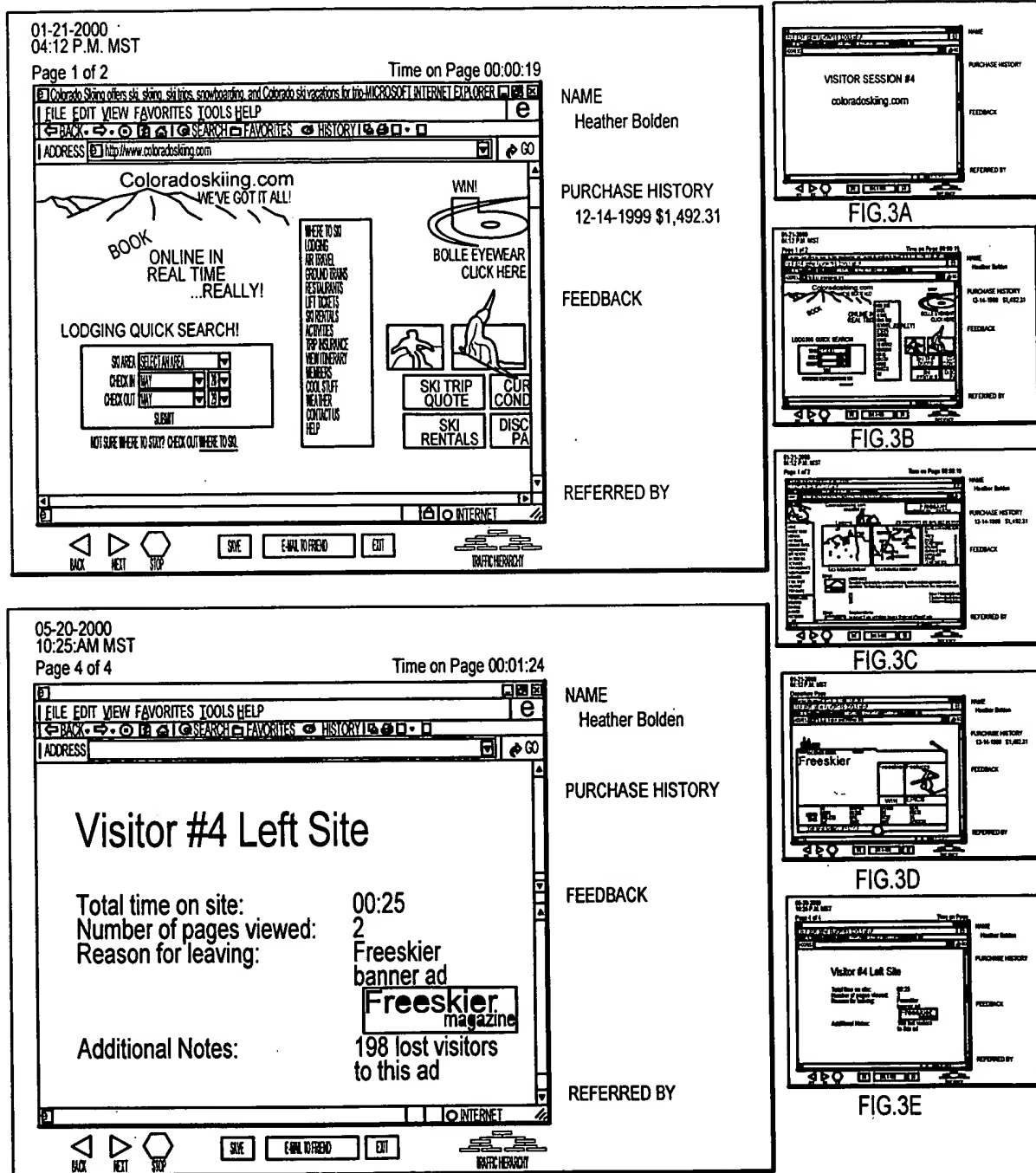


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USER ACTIVITY**

**Inventors: Todd J. McGUIRE**

**Serial No. 09/909,617**

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**FIG.3**

Title: SYSTEM AND METHOD FOR VISUALIZING  
USER ACTIVITY

Inventors: Todd J. McGUIRE

Serial No. 09/909,617

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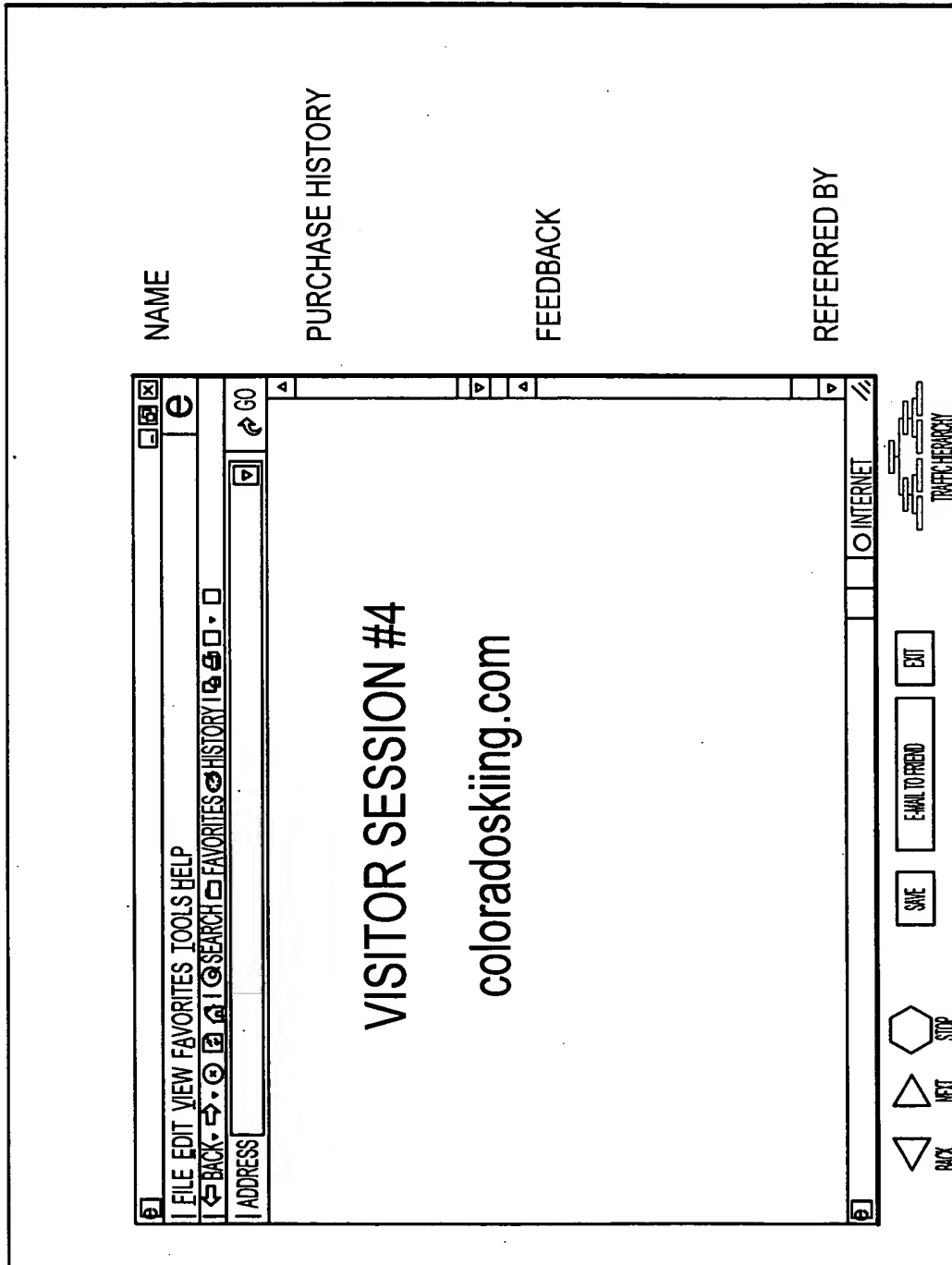


FIG.3A

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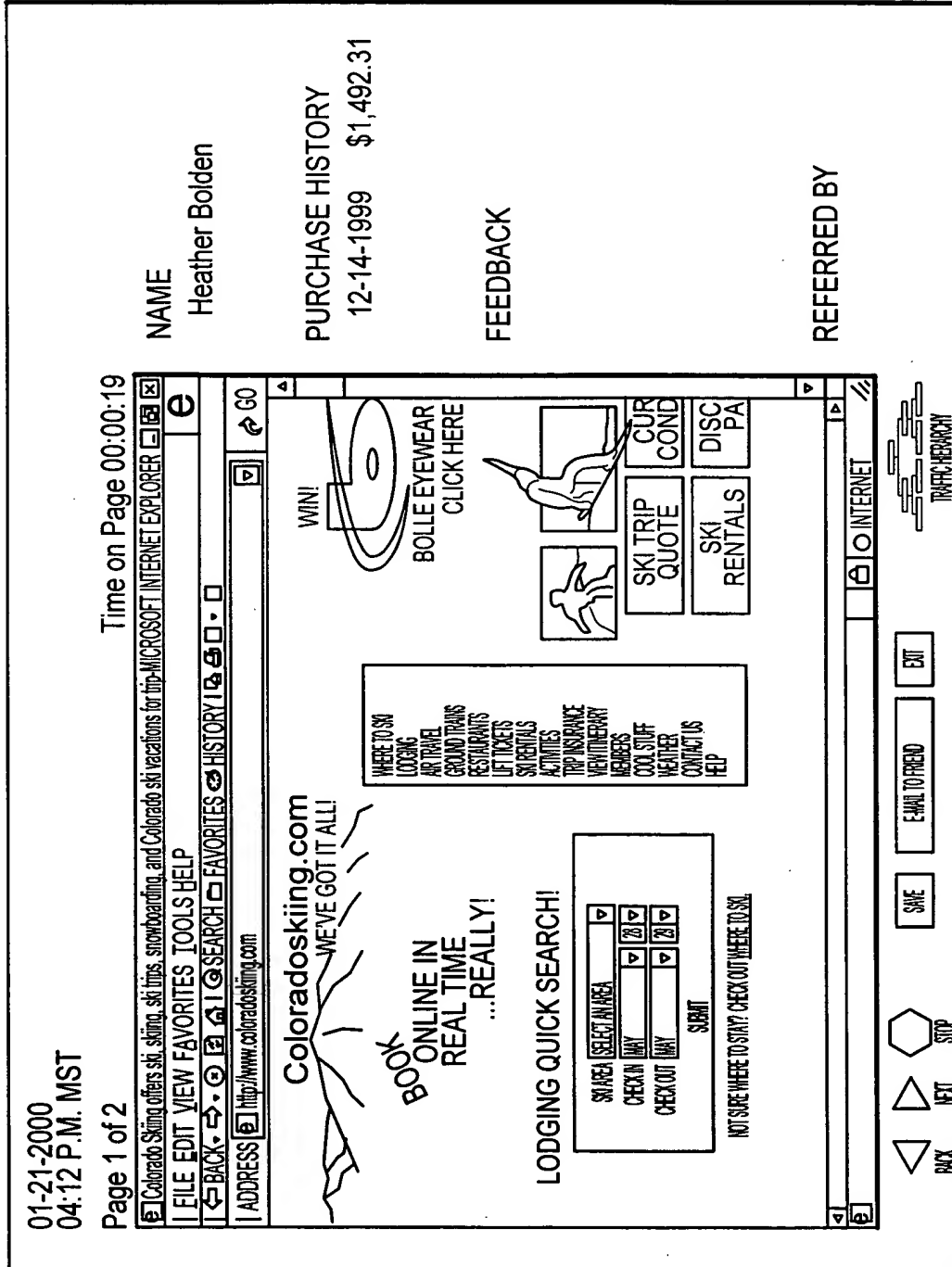


FIG.3B

## USER ACTIVITY

Inventors: Todd J. McGUIRE

Serial No. 09/909,617

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Coloradoskiing.com We've Got It All! MICROSOFT INTERNET EXPLORER

FILE EDIT VIEW FAVORITES TOOLS HELP

BACK SEARCH FAVORITES HISTORY

ADDRESS 1000%26outmonth%3D5%26outday%3D11%26outyear%3D2000%26Submit%3E%3D22

Coloradoskiing.com WE'VE GOT IT ALL!

www.freeskier.com magazine

306- PROPERTIES ARE AVAILABLE ON YOUR

LOVELAND  
SILVERTHORNE  
FRISCO  
ARAPAHOE BASIN  
KEYSTONE  
COPPER MOUNTAIN  
BRECKENRIDGE

TO...  
FRISCO 14  
DILLON 17  
SILVERTHORNE 17  
KEYSTONE 19  
ARAPAHOE BASIN 21  
COPPER MTN. 22  
DENVER 106  
GRAND JUNCTION 195

CLICK TO ENLARGE STATE MAP

CLICK TO ENLARGE REGIONAL MAP

FRISCO LODGE  
The natural scenic beauty, the area's bountiful history, and the recreational opportunities available are unparalleled. The Frisco Lodge is centrally located. Easy access to Frisco's fine shops and restaurants.

\$55/night

Deluxe 1 Bedroom w/Private Bath  
1 Bedroom w/Private Bath  
1 Bedroom w/Shared Bath

\$75  
\$70  
\$55

Georgetown Motor Inn  
Located just 37 miles west of Metro Denver or 12 miles east of Summit County.

\$55/night

HOME  
WHERE TO SKI  
LODGING  
AIR TRAVEL  
GROUND TRAINS  
RESTAURANTS  
LIFT TICKETS  
SKI RENTALS  
ACTIVITIES  
TRIP INSURANCE  
VIEW ITINERARY  
MEMBERS  
COOL STUFF  
WEATHER  
TRIP QUOTE

PIERSON GUIDES  
COLORADO  
SKI ATLAS  
& WINTER  
RECREATION  
GUIDE

DONE

FIG.3C

Title: SYSTEM AND METHOD FOR VISUALIZING  
USER ACTIVITY

Inventors: Todd J. McGuire

Serial No. 09/909,617

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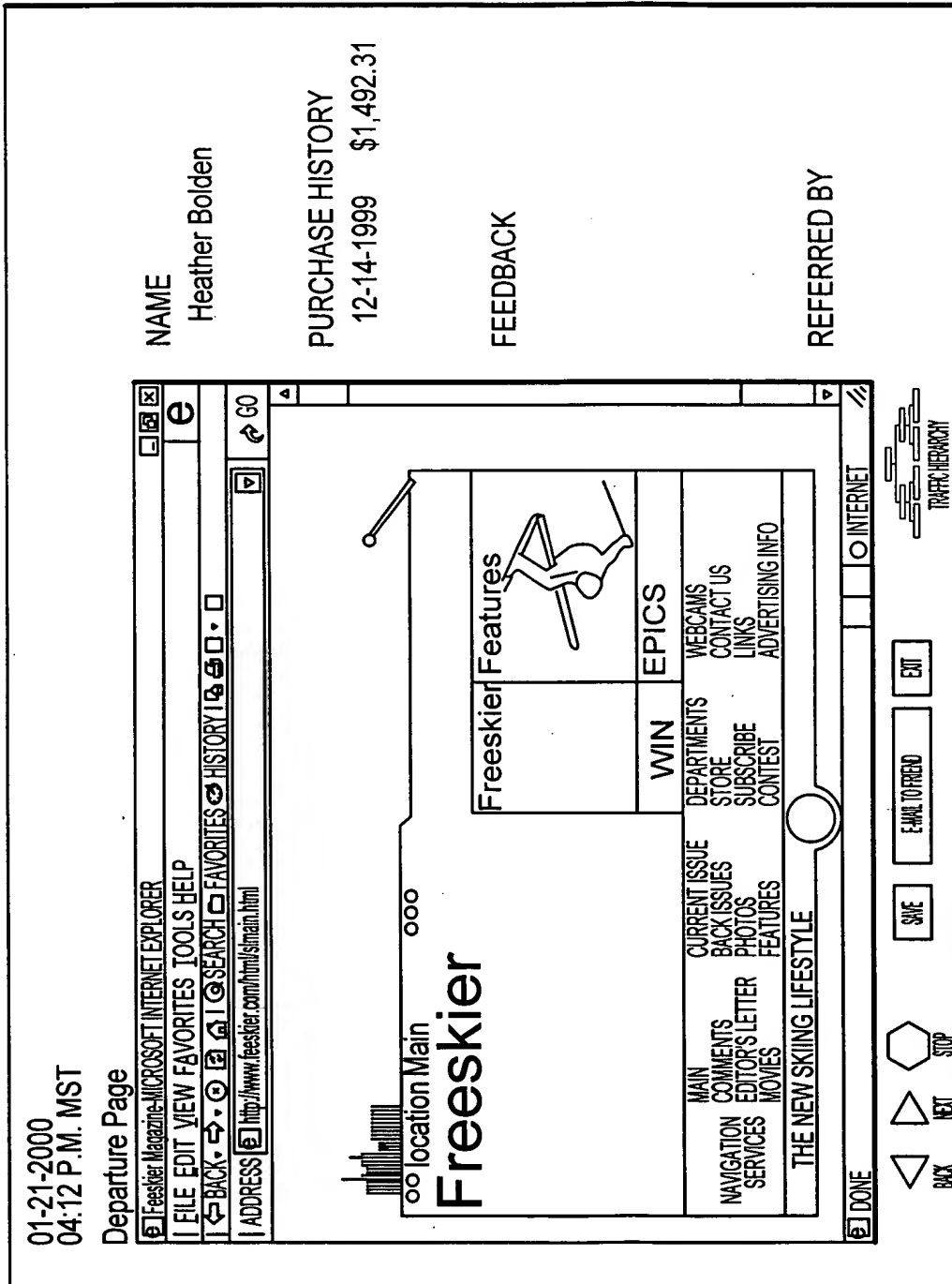


FIG.3D



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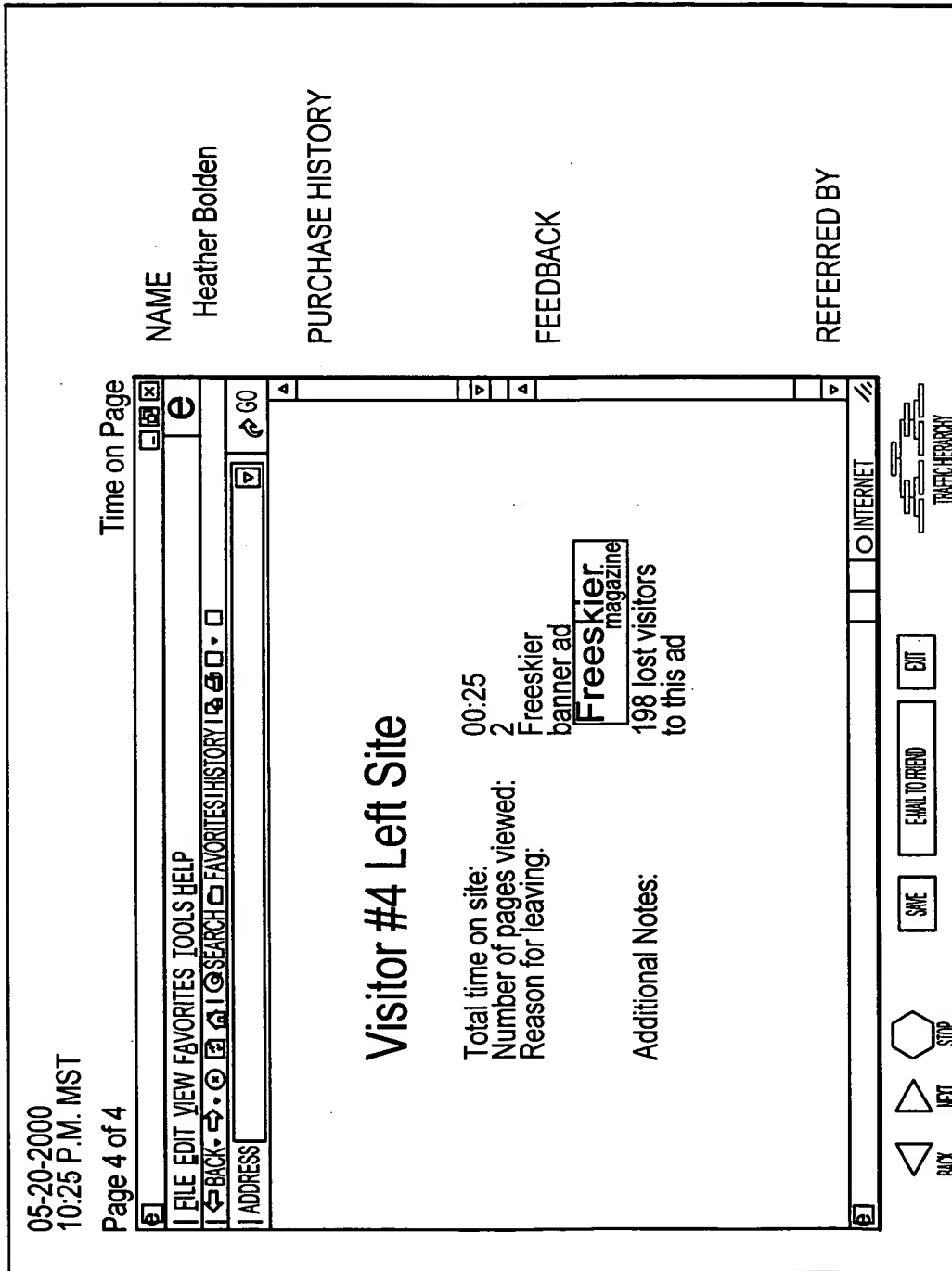


FIG.3E

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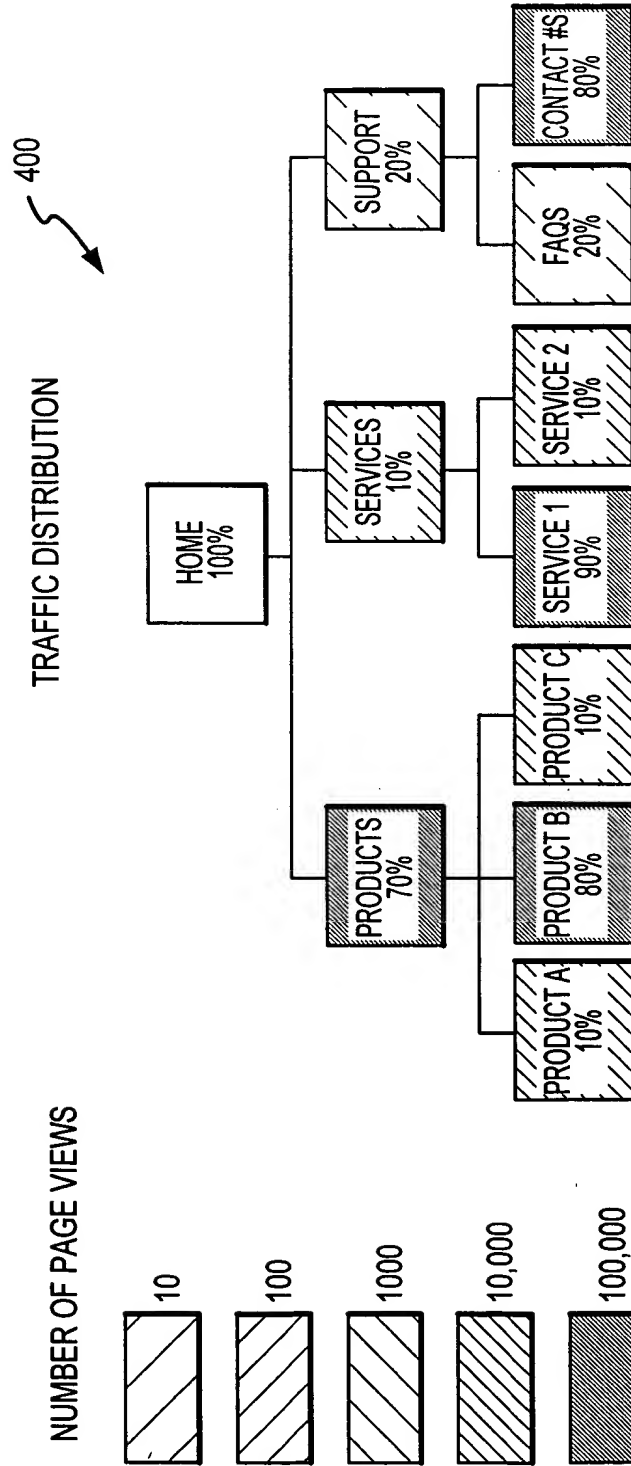


FIG.4

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**PATHWATCH NOTICE:** Customer abandonment identified on banner ad 128E-Message (Plain Text)

| FILE EDIT VIEW INSERT FORMAT TOOLS ACTIONS HELP

| □ SEND • | ☐ | % | ✎ | Ⓜ | Ⓟ | Ⓡ | Ⓢ | Ⓣ | Ⓤ | Ⓥ | Ⓦ | Ⓧ | Ⓨ | Ⓩ | options... | ▾ >| ◀ ▶

---

To...	Wallace Hammond
Cc...	
Bcc...	

Subject: PATHWATCH NOTICE: Customer abandonment identified on banner ad 128E

---

Customer abandonment identified on banner ad 128E. Please click on the following link to view the movie:  
<http://www.pathwatch.com/movieview129.htm>

-----  
PathWatch Notifier ver 1.7  
-----

**FIG. 5**

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## Search Tool

**FILTER BY**

- ☒ REFERRING SITE
- ☒ COMMON ACTIONS
- ☐ PURCHASES
- ☒ FEEDBACK
- ☐ DIDN'T BUY
- ☒ ABANDONED CART
- ☐ TIMING
- ☐ TIME OF DAY
- ☐ DAY OF WEEK
- ☐ 1ST TIME VISITOR
- ☐ REPEAT VISITOR
- ☐ REPEAT VISITOR
- ☒ MOST POPULAR PATHS
- ☐ RANDOM

**PLAYBACK CONTROL**

- ☒ PACE/SPEED:
- ☐ AUTO
- ☐ REAL TIME OF VISITOR
- ☒ MANUAL ADVANCE
- ☐ ACCELERATED
  - ☐ 2X
  - ☐ 4X
  - ☐ 8X

**SETTINGS**

- ☐ SAVE A MOVIE
- ☐ E-MAIL A MOVIE

(HELP) (SAVE SETTINGS) (HELP) (SAVE SETTINGS)

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INTERNET

FIG.6

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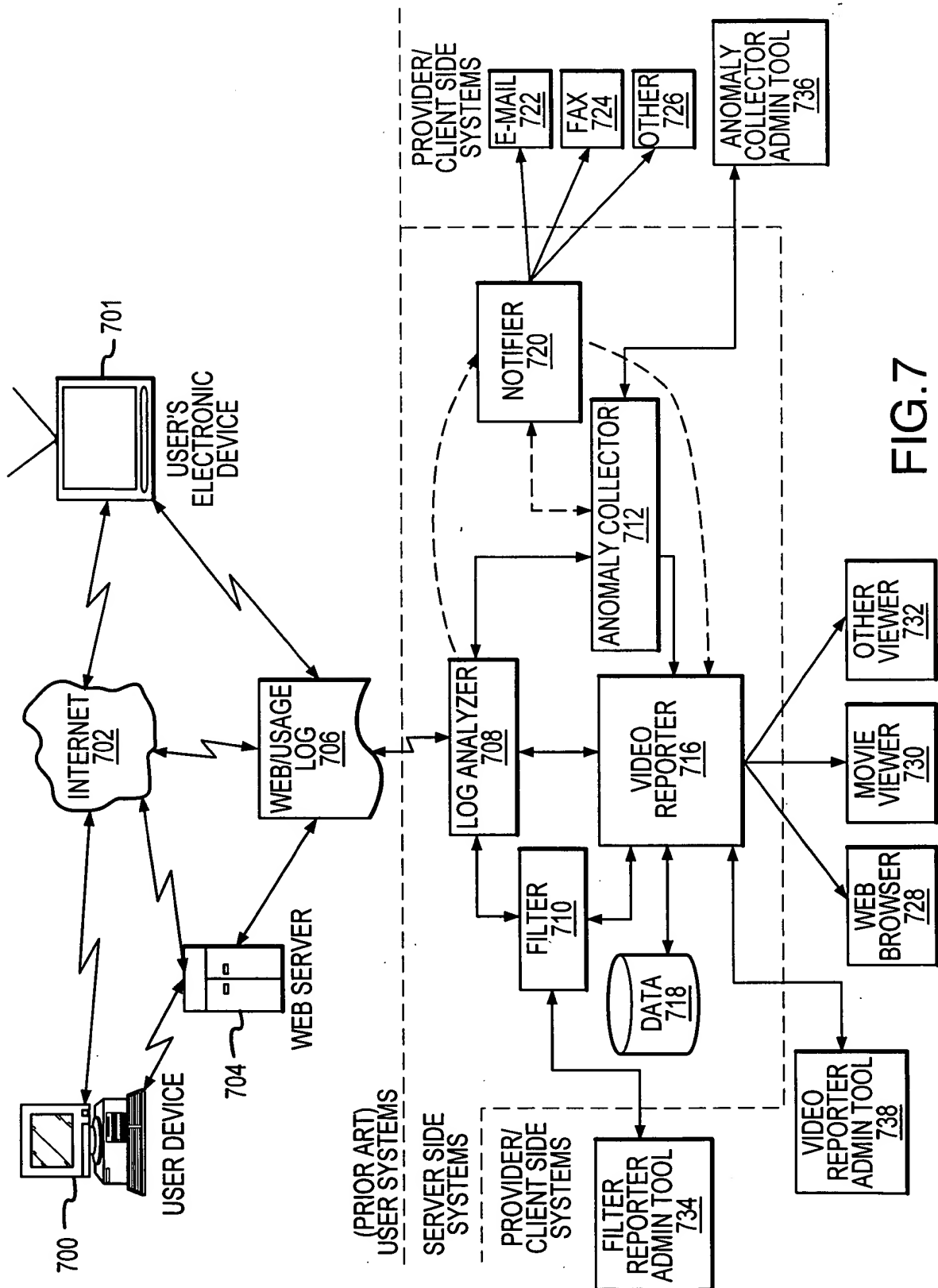


FIG. 7